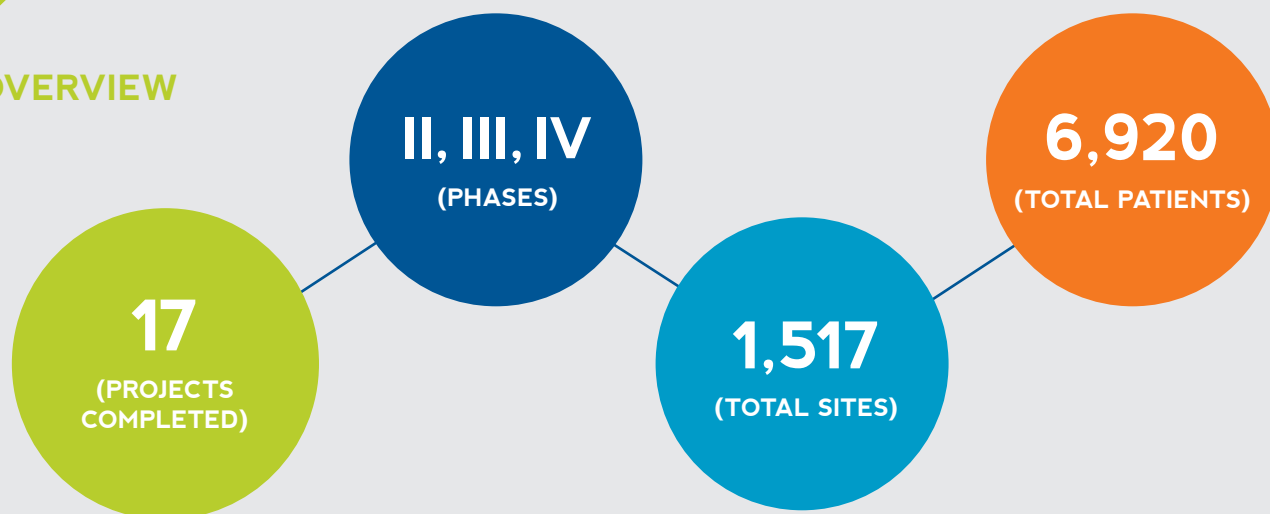




## PULMONOLOGY EXPERTISE

### OVERVIEW



### INDICATIONS

- > Asthma in Pregnancy
- > Bronchiectasis (2 Protocols)
- > Chronic Obstructive Pulmonary Disease (5 Protocols)
- > Idiopathic Pulmonary Fibrosis (IPF)
- > IPF with Pulmonary Hypertension
- > Non-Small Cell Lung Cancer (2 Protocols)
- > Pneumonia
- > Pulmonary Arterial Hypertension

### COUNTRIES SUPPORTED

- > Argentina
- > Australia
- > Belgium
- > Brazil
- > Bulgaria
- > Canada
- > Chile
- > Croatia
- > Czech Republic
- > Finland
- > France
- > Germany
- > Greece
- > Hungary
- > Italy
- > Korea
- > Lebanon
- > Malaysia
- > Morocco
- > Netherlands
- > Poland
- > Portugal
- > Romania
- > Russia
- > Serbia
- > Singapore
- > Slovakia
- > Spain
- > Sweden
- > Switzerland
- > Taiwan
- > Tunisia
- > Turkey
- > Ukraine
- > United Arab Emirates
- > United Kingdom
- > United States

### CASE STUDY: CHRONIC OBSTRUCTIVE PULMONARY DISEASE (COPD) RECRUITMENT PROGRAM

#### STUDY DETAILS

- > 56-week study investigating effectiveness, safety and tolerability of medication on exacerbation rate and pulmonary function in COPD patients
- > Challenges included: documentation of the COPD exacerbation, pulmonary function test at each visit and travel for patients with severe COPD

# PULMONOLOGY EXPERTISE

## CASE STUDY: COPD RECRUITMENT PROGRAM (CONTINUED)

### IMPERIAL OBJECTIVES

- › Imperial conducted site calls to discuss recruitment plans for individual investigators.
- › The study team identified 30 sites to conduct on-site visits and community outreach. Imperial evaluated sites that used community outreach and physician outreach strategies and conducted extensive research in identifying outreach opportunities.
- › Imperial researched and identified web marketing opportunities to further enhance study visibility.

### CAMPAIGN

- › Revitalize sites after 6 months of slow enrollment with training and site consultation calls to help build morale and assist in developing a contingency plan specific to recruitment.
- › Design and develop an aggressive patient-focused web marketing campaign and enhance study website visibility with banner advertisements and clinical trial listings among professional and support group organizations.
- › Institute an aggressive outreach program targeting specialty outpatient health care facilities, smoking cessation clinics and walk-in urgent care centers to display study information and build study awareness.
- › Recruitment strategies aimed at sites, communities and physician and health care providers included:
  - Study branding
  - Study awareness materials for sites
  - Recruitment kits
  - Community outreach
  - Oxygen providers
  - Physician outreach
  - Physician email campaign—patient accrual
  - Physician email campaign—site identification
  - Targeted advertising
  - Study website
  - Direct mail
  - E-notifications
  - Study newsletter development and distribution
  - Patient wellness kits
  - Retention card kits
  - Transportation assistance
  - Site liaison visits
  - Ongoing site communication and correspondence
  - Recruitment tips

### RESULTS

- › Recruitment workshop held in mid-September
- › Recruitment initiatives IRB approved and rolled out to sites in early January
- › Enrollment goal met in May

### ENROLLMENT PROGRESSION

Impact of Recruitment Program on Monthly Enrollment Increases

